



COMPANY: Ortho2
PRODUCT: Edge Cloud
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Which specific features differentiate your product within the practice management software field?

Edge Cloud has a comprehensive list of features, including FDA-approved ceph tracing, 400-plus educational videos and patient rewards. Also, Edge Cloud's patient-facing features, such as online forms, online scheduling, a financial slider and two-way texting, mean you don't need third-party integrations. Everything you and your patients need is included.

In terms of cost/value, where does your company sit among competitors?

Edge Cloud offers the lowest per-license cost in the industry and includes the largest feature set, making Edge Cloud one of the best values for your money. With so many features included, or available, fewer integrations are needed, meaning practices pay less overall.

Where is practice management software going over the next 10 years, and how are you positioned to lead the way?

We expect to see a mix of private practices and orthodontic service organizations, as well as multispecialty practices. Ortho2 has 40 years of experience working with startups, established practices and many OSOs. Also, Edge Cloud is one of the few systems to offer a fully functional, truly singular orthodontic/pediatric dentistry system.

Switching practice management software is difficult. How does your company make it easy from a cost and efficiency standpoint?

Switching practice management software doesn't need to be difficult! With our years of experience, we've learned that our preliminary conversion ensures a smooth and comprehensive transition for each and every office. Each new customer receives a data and image conversion as part of the onboarding package, taking the guesswork out of their expenses and making for a simpler transition.